

# OptimizeRx

## Improve the Reach, Targeting and Efficacy of Account-Based Marketing with OptimizeRx



Only OptimizeRx's omnichannel network reaches 90% of US hospital systems – delivering your clients' most relevant brand messages with more precise institutional and physician targeting across a greater range of digital channels.

Highly targeted, personalized content and greater institutional reach lies at the heart of effective account-based marketing. Here's how OptimizeRx gets you further on that journey:

- **Dynamic Targeting:** Deliver brand messaging based on the combination of physicians institutional affiliation, specialty area and recent online activity.
- **Contextual Relevance:** Better alignment of brand messaging to physicians' areas of interest and online search activity.
- **Institutional Access:** Reach physicians behind institutional paywalls for increased brand and message visibility.
- **Channel Diversification:** Place brand messages on more digital channels, including endemic websites, intranets, EHR login screens and more.



Interested in learning more?

Connect with our team to discuss how the OptimizeRx omnichannel network can increase the efficacy of your account-based marketing programs.

CONNECT WITH OUR TEAM >

